

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

National Media Research Planning & Placement
815 Slaters Lane
Alexandria, VA 22314

<u>Contract / Revision</u> 480895 /		<u>Alt Order #</u> 06180424
<u>Product</u> NRCC IE 2012		
<u>Contract Dates</u> 10/12/12 - 10/18/12	<u>Estimate #</u> 2603	
<u>Advertiser</u> NRCC		<u>Original Date / Revision</u> 10/23/12 / 10/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 155	<u>Product Code</u> 426
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount	
N 66	KVVU	10/17/12	10/17/12	The Dr.Oz Show	4-5p		:30			NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	--2----				2	\$225.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	1	KVVU	10/15/12-10/21/12	The Dr.Oz Show	4-5p	---W-----	:30		\$225.00	NM			
		Credited											
	2	KVVU	10/15/12-10/21/12	The Dr.Oz Show	4-5p	---W-----	:30		\$225.00	NM			
		Credited											
N 71	KVVU	10/17/12	10/17/12	MORE Access	6-7pm		:30			NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	--2----				2	\$235.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	1	KVVU	10/15/12-10/21/12	MORE Access	6-7pm	---W-----	:30		\$235.00	NM			
		Credited											
	2	KVVU	10/15/12-10/21/12	MORE Access	6-7pm	---W-----	:30		\$235.00	NM			
		Credited											
Totals												113	\$84,395.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/18/12	113	\$84,395.00	\$71,735.75
Totals	113	\$84,395.00	\$71,735.75

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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REP HEADLINE# 6180424 TRF# 480895
\$\$\$ MOD# 4: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT24/12 12.16
CHANGES ** KVVU-TV ***

ADV # _____ ADV. NAME _____ ISS/NRCC-IE _____ REP. # _____ OFF. # 762 SALESMAN # _____
AGY # _____ AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC BUYER NAME BEN ANGLE

815 SLATERS LANE
ALEXANDRIA, VA 22314
SALES PRSN PH- TERESA DIFURIA

ORDER # _____ CONTRACT # 6180424 CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC IE 2012 EST#2603 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT12/12 OCT18/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT24/12 12.16

REP: TO ROSE
FR NIKKI
OK'D M5
NEW TOTAL \$84395 (-920)
PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 155 AGENCY EST# = 2603
AGENCY PRODUCT CODE = 426

66	S		400P-500P	30		\$225.00	10/17	10/17	0		WED	0
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PROGRAM : DR. OZ
RA35-64 : 0.8
CON COM1: DR. OZ
CREDIT TAKEN FOR 2 SPOT(S) MISSED OCT17

71	S		600P-700P	30		\$235.00	10/17	10/17	0		WED	0
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PROGRAM : MORE ACCESS
RA35-64 : 1.1
CON COM1: MORE ACCESS
CREDIT TAKEN FOR 2 SPOT(S) MISSED OCT17

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT24/12 12.16
 *** KVVU-TV ***
 REP HEADLINE# 6180424 TRF# 480895
 \$\$\$ MOD# 4: UNAPPROVED REV #1 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:												
M5	OK'D		BUY#71			MISSED: WED/600P-700P	OCT17 (2/WK)		30S	\$235.00		(OCT23/12)
			BUY#66			WED/400P-500P	OCT17 (2/WK)		30S	\$225.00		
OFFER: NONE												
CMT: SPOTS N/A DUE TO BASEBALL RAN LONG. FLIGHT ENED. PLS CREDIT.												
OCT/12			84395.00									

CONTRACT TOTAL 84395.00
 TOTAL SPOTS 113

MARKET TOTALS \$387,795 KVVU 22% KSNV 37% KLAS 22% KTNV 15% KVMY 3% KVCW 1% CABL 0%
 KTUD 0%

SVC- NSI
 DEMOS- RA35-64*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

CONTRACT

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N 9	KVVU	10/12/12	10/12/12	MORE Access	6-7pm		:30			NM	3	\$1,805.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----2--				2	\$235.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/08/12-10/14/12	MORE Access	6-7pm	-----F----	:30		\$235.00	NM		
			See MG 35.3,35.4,35.5									
	2	KVVU	10/08/12-10/14/12	MORE Access	6-7pm	-----F----	:30		\$235.00	NM		
			See MG 9.3,9.4,9.5									
	3	KVVU	10/17/12-10/17/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p	---W-----	:30		\$625.00	NM		
	Ⓜ		MG for 52.2,52.1,53.1,72.1,67.1,9.2									
	4	KVVU	10/16/12-10/16/12	The Dr.Oz Show	4-5p	-Tu-----	:30		\$500.00	NM		
	Ⓜ		MG for 52.2,52.1,53.1,72.1,67.1,9.2									
	5	KVVU	10/16/12-10/16/12	Extra	M-Sa 8-10p/Su 7-1-Tu-----		:30		\$680.00	NM		
	Ⓜ		MG for 52.2,52.1,53.1,72.1,67.1,9.2									
N 52	KVVU	10/16/12	10/16/12	The Dr.Oz Show	4-5p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-2-----				2	\$225.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/15/12-10/21/12	The Dr.Oz Show	4-5p	-Tu-----	:30		\$225.00	NM		
			See MG 9.3,9.4,9.5									
	2	KVVU	10/15/12-10/21/12	The Dr.Oz Show	4-5p	-Tu-----	:30		\$225.00	NM		
			See MG 9.3,9.4,9.5									
N 53	KVVU	10/16/12	10/16/12	Fox 5 News at 5	5-530p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1-----				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/15/12-10/21/12	Fox 5 News at 5	5-530p	-Tu-----	:30		\$350.00	NM		
			See MG 9.3,9.4,9.5									
N 67	KVVU	10/17/12	10/17/12	Fox 5 News at 5	5-530p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--1----				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/15/12-10/21/12	Fox 5 News at 5	5-530p	---W-----	:30		\$350.00	NM		
			See MG 9.3,9.4,9.5									

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<u>Advertiser</u> NRCC		<u>Original Date / Revision</u> 10/15/12 / 10/15/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 72	KVVU	10/17/12	10/17/12	Extra	M-F 7-730p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--1----				1	\$420.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/15/12-10/21/12	Extra	M-F 7-730p	---W-----	:30		\$420.00	NM		
See MG 9.3,9.4,9.5												
Totals											117	\$85,315.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/18/12	117	\$85,315.00	\$72,517.75
Totals	117	\$85,315.00	\$72,517.75

Signature: _____ Date: _____

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FAX# 610-225-1191
CREDIT RISK !!
HARRIS REPORT FROM REP
OCT15/12 09.56
CHANGES
*** KVVU-TV ***

9	S	600P-700P	30	\$235.00	10/12	10/12	0	FRI	0
PROGRAM : MORE ACCESS									
RA35-64 : 1.1									
CON COM1: MORE ACCESS									

FAX# 610-225-1191
CREDIT RISK !!
HARRIS REPORT FROM REP
CHANGES
OCT15/12 09.56
*** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
91	A		530P-600P	30		\$625.00	10/17	10/17	1		WED	1
PROGRAM : NEWS												
RA35-64 : 1.1												
ORD COM1 : SPOTS N/A BUMPED OUT BY OTHER POLITICAL ORDERS WITH HIGHER RATE. SEE												
ORD COM2 : MG OFFER. NOT PRE-BOOKED PLS APPROVE.												
THIS IS A MAKE-GOOD FOR OCT12 ON LINE-9 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT16 ON LINE-52 FOR 2 SPOTS/WK												
THIS IS A MAKE-GOOD FOR OCT16 ON LINE-53 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT17 ON LINE-67 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT17 ON LINE-72 FOR 1 SPOT/WK												
92	A		400P-500P	30		\$500.00	10/16	10/16	1		TUE	1
PROGRAM : DR OZ												
RA35-64 : 1.1												
ORD COM1 : SPOTS N/A BUMPED OUT BY OTHER POLITICAL ORDERS WITH HIGHER RATE. SEE												
ORD COM2 : MG OFFER. NOT PRE-BOOKED PLS APPROVE.												
PART OF A MAKEGOOD MADE UP OF LINES 91-93												
93	A		900P-930P	30		\$680.00	10/16	10/16	1		TUE	1
PROGRAM : EXTRA												
RA35-64 : 1.1												
ORD COM1 : SPOTS N/A BUMPED OUT BY OTHER POLITICAL ORDERS WITH HIGHER RATE. SEE												
ORD COM2 : MG OFFER. NOT PRE-BOOKED PLS APPROVE.												
PART OF A MAKEGOOD MADE UP OF LINES 91-93												
52	S		400P-500P	30		\$225.00	10/16	10/16	0		TUE	0
PROGRAM : DR. OZ												
RA35-64 : 0.8												
CON COM1 : DR. OZ												
53	S		500P-530P	30		\$350.00	10/16	10/16	0		TUE	0
PROGRAM : FOX 5 NWS-5												
RA35-64 : 1.3												
CON COM1 : FOX 5 NWS-5												
67	S		500P-530P	30		\$350.00	10/17	10/17	0		WED	0
PROGRAM : FOX 5 NWS-5												
RA35-64 : 1.3												
CON COM1 : FOX 5 NWS-5												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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72	S		700P-730P	30		\$420.00	10/17	10/17	0		WED	0
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PROGRAM : EXTRA
 RA35-64 : 1.6
 CON COM1 : EXTRA
 STATION MAKEGOOD OFFERS:

M4	OK'D	BUY#9	MISSED: FRI/600P-700P				OCT12		30S	\$235.00		(OCT13/12)
		BUY#52	TUE/400P-500P				OCT16 (2/WK)		30S	\$225.00		
		BUY#53	TUE/500P-530P				OCT16		30S	\$350.00		
		BUY#67	WED/500P-530P				OCT17		30S	\$350.00		
		BUY#72	WED/700P-730P				OCT17		30S	\$420.00		
			OFFER: WED/530P-600P				OCT17		30S	\$625.00		PLS ADVISE.
			& TUE/400P-500P				OCT16		30S	\$500.00		
			& TUE/900P-930P				OCT16		30S	\$680.00		

CMT: SPOTS N/A BUMPED OUT BY OTHER POLITICAL ORDERS WITH HIGHER RATE. SEE
 CMT: MG OFFER. NOT PRE-BOOKED PLS APPROVE.

OCT/12 85315.00 CONTRACT TOTAL 85315.00
 TOTAL SPOTS 117

MARKET TOTALS \$387,795 KVVU 22% KSNV 37% KLAS 22% KTNV 15% KVMY 3% KVCW 1% CABL 0%
 KTUD 0%

SVC- NSI
 DEMOS- RA35-64*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE